Name : ……………………………………………………

Roll No. : …………………………………………………

Invigilator's Signature : ………………………………………

CS/MBA(OLD)/SEM-3 FT & 5 PT/MM-303/2011-12

2011

MARKETING RESEARCH

Time Allotted : 3 Hours Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

$10 \times 1 = 10$

   i) Measurement of Existing Data or information known as

   a) facts b) error

   c) documentation d) presentation.

   ii) Which of the following is a primary research method ?

   a) Questionnaire

   b) Data collected from mapping

   c) Data collected from past census

   d) None of these.

iii) Which of the following is a market research firm ?

   a) Ogilvy & Mathur   b) Likas

   c) Mudra   d) Francis Kanoi.

iv) Which of the following is not a sampling technique ?

   a) Stratified   b) Random

   c) Cluster   d) Census.

v) Likert Scale is a

   a) 3-point scale   b) 4-point scale

   c) 5-point scale   d) 6-point scale.

vi) ANOVA stands for

   a) Analysis of Variance b) Analysis of Variable

   c) Analysis of Value   d) None of these.

vii) Qualitative Research is a

   a) Descriptive research b) Population research

   c) Numerical Research   d) None of these.

viii) Standard Deviation measures

   a) Deviation from Mean

   b) Deviation from Mode

   c) Deviation from Median

   d) none of these.

ix) ORG-MARG is a

    a) Marketing Research Firm

    b) Advertising Firm

    c) FMCG Firm

    d) None of these.

x) The Null Hypothesis is a

    a) hypothesis of no differences

    b) hypothesis with differences

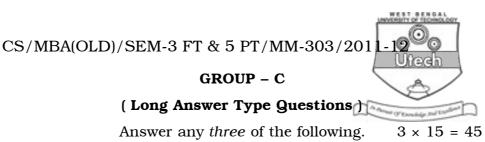   c) hypothesis of single difference

    d) none of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. How do you define Marketing Research ? Discuss the advantages of Marketing Research.

3. Explain the roles and aims of Marketing Research.

4. Explain the differences between Marketing Research and Market Research.

5. Explain different types of Data.

6. Write a short note on Sampling Error.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.   3 × 15 = 45

7. Explain different steps of Marketing Research Process. Why Marketing research is necessary for Managerial Decision Making Process ?   10 + 5

8. Write down the different types of Marketing Research on the Basis of

   a) Time

   b) Types

   c) Objectives

   d) Purpose

   e) Source.   3 + 3 + 3 + 3 + 3

9. Explain advantages and disadvantages of following Interviewing Methods :   3 + 3 + 3 + 3 + 3

   a) Personal interview

   b) Telephonic survey

   c) Mail survey

   d) Questionnaire survey

   e) Opinion poll.

10. Write down the steps in developing a Sample Plan. Explain different types of Sampling.   7 + 8

11. Define five steps of Data Analysis Procedure. Explain different types of Measurement Scales.   7 + 8

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